

September 23, 1954

Mr. Robert R. Vance.
c/o Eastern States Radio Corporation,
14 West 45th Street,
New York City,
New York

Dear Bob,

We'd just like to drop you a line explaining to you our Sunday night plans regarding commercial commitments to Lucky Strike.

Our whole problem and its solution is predicated upon the fact that we have so many of what we consider "good" feature shows for that night that the fifteen minutes of "Stardust Time" carried locally by WCSR for Lucky Strike falls by the wayside in lieu of what we feel is more colorful network programming.

The situation, as it has stood, was this. Sunday Edition, a round-up and synthesis of the week's news happenings, has been presented by PBS with merely tag credit to Lucky Strike. We fulfilled the contractual commitments by doing a fifteen minute sports show locally from Amherst, and fifteen minutes of "Stardust Time" from Smith. "Sunday Edition" ran on the network from ten to ten-thirty, and "Stardust Time" ran local on WCSR from ten-thirty to ten forty-five. The "Amherst Sports Parade" ran for fifteen minutes from 11:00 to 11:15 P.M.

The new situation, brought about by what we hope is improved programming, is as follows. "Sunday Edition," now running from ten-thirty to eleven, will be presented, with numbered breaks and tags, exactly like our feature fifteen minute newscast. Since WCSR, by the rules of Smith College, must leave the air at 11 PM, these extra breaks, embodied in the context of the program, will serve as the consummation of their contractual obligations on Sunday nights. At Amherst, however, we will do these breaks during "Sunday Edition" gratis, since we will still do the eleven PM sportscast to fulfill our obligations. In other words, at Amherst, Lucky Strike will be getting a feature program for nothing so that we may help the network in its obligations to you.

I hope you find that these new arrangements do not inconvenience you, as we believe that the revised program schedule will build for us a stronger and more loyal listening audience.

Give our best regards to Ed and Dave Crow.

Cordially yours,

